Audience Analysis Job Aid

What is an audience analysis?
An audience analysis identifies groups of individuals to be used as input into the design. It outlines and identifies audience groups and their job activities. This helps target training materials to meet the specific needs of the training audience.

How to perform an audience analysis:
Using the audience analysis template, answer the following questions:

Audience Groups (Sets of individuals with similar characteristics or classifications)
1. Who will need to attend training? Consider job type, geographical location, school type, etc. to combine audience groups

# of People in Each Group
1. How many people will need to be trained in this group?

Familiarity with Training Subject Matter
1. How familiar is the audience group with the training subject matter?
2. What is the job function performed by the audience group? Major tasks?

Geography
1. Where is the audience group located? Consider national? Regional? 50 states? Alaska, Hawaii, Puerto Rico, Guam?

School Type
1. What type of school does the audience group represent? 4-year, 2-year, Private, Public, and/or Proprietary?

Delivery Considerations (some examples include)
1. Will the time of year training is delivered affect attendance? Conflict with enrollment? Auditing?
2. Will school budget affect training attendance?
3. Will training be offered in local commuting area? Will distance affect attendance?
4. Is another organization or vendor offering similar training?
5. Is the audience group comfortable using computers? Does the audience group have access to computers?
6. Will there be National, Regional or Local Federal Student Aid events occurring during your training that may affect attendance?